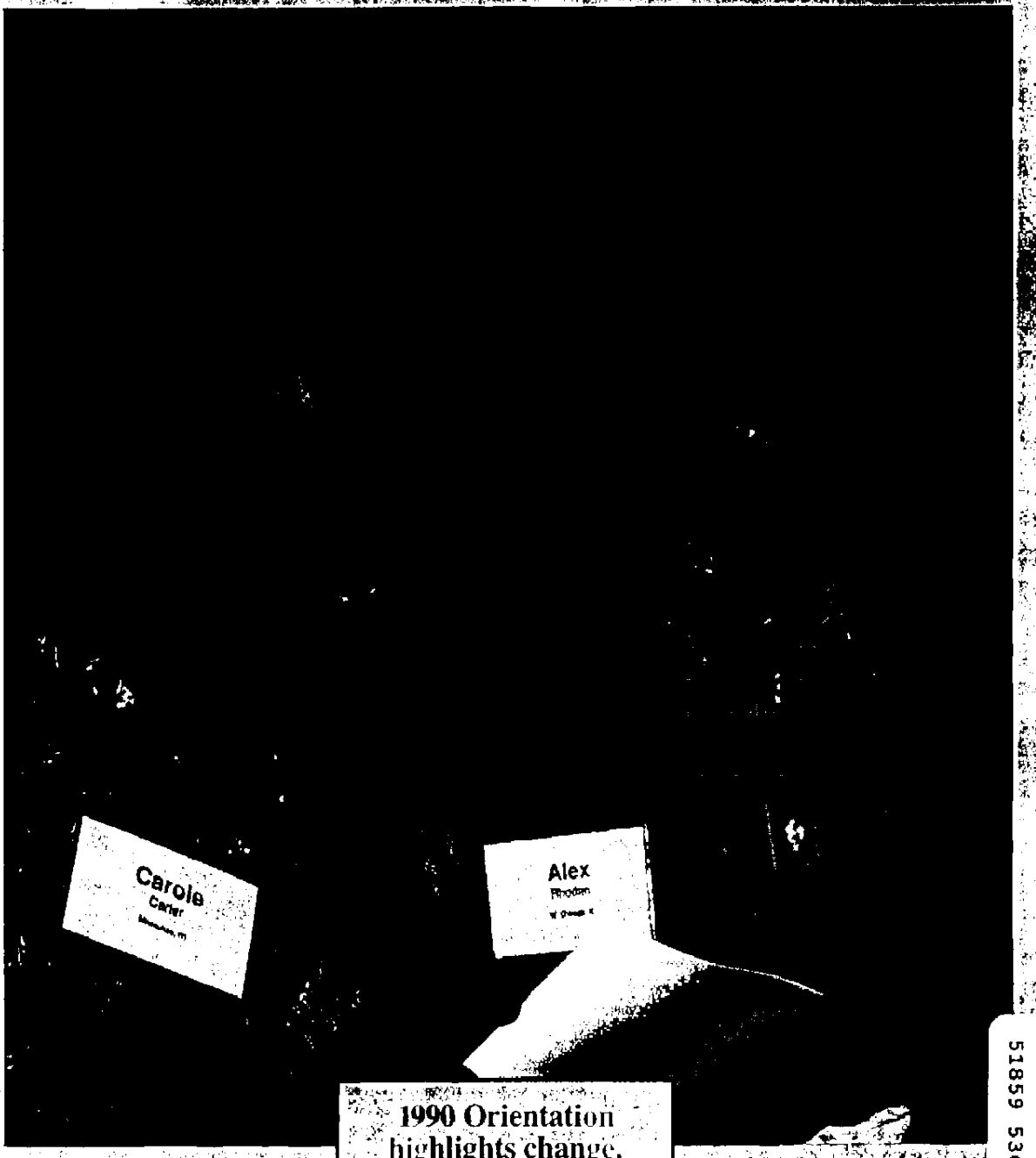
SALES MERCHANDISER

R.J. Reynolds Tobacco Company
Sales Department / May-June 1990



1990 Orientation highlights change, commitment to future

51859 5369

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

Creative risk can be rewarding

All organizations are pulled in two opposite directions, like a game of tug-of-war. On one end of the rope is the majority — people who instinctively cling to systems and procedures that have stood the test of time.

On the other end is a small minority — people who are willing to break from customary patterns and take a creative risk, to try something new.

In a large sales organization such as ours, we recognize that without following established guidelines and clear directions, there would be pure chaos. We also know that the key to organizational vitality is not to avoid risks but to take risks. Why? Because without risk there is no individual creativity, no growth, no entrepreneurial innovation.

The question then becomes, how to achieve a balance between prudent risk-taking and organizational conformity? Or, simply, what is a good risk?

To me, taking risks is nothing more or less than exercising flexibility in everyday decisions. It involves a thought process that accepts the possibility that you may not always be right. Yet, if you do your homework, even a relatively minor risk could result in a substantial reward of new business or increased productivity.

There is no magic formula, no set procedure for risk-taking. All you need are desire and the willingness to do the best job you can for the company.

You may, for example, find it necessary to evaluate a store's growth potential after it is purchased by new owners. Perhaps the store is in an excellent location, but the previous owners neglected their cigarette business. You know that the new owners want to promote cigarette sales, so you merchandise the store based on your assessment of its potential.

It's a risk, but to do nothing creates a greater risk, particularly if the store is successful and the competition gains a foothold.

The point is that risk-taking is pro-active, not re-active. It means that you know your assignment better than anyone else does, and that you're willing to take your best shot at leveraging your knowledge to make a good business decision. Win or lose, you're going to experience the satisfaction that comes with managing your assignment as if it were your own company.

Your managers are there to guide you in the right direction, and to encourage your initiative. I urge you to expand your horizons. Building the best tobacco company must begin at the critical foundation of our business — your individual assignment.

Yancey W. Ford Jr.
Executive Vice President - Sales

ON THE COVER

A total of 164 of Reynolds Tobacco's newest sales reps descended on Winston-Salem June 4-8 for "Commitment — Light Up the Future," the 1990 edition of the annual new sales reps' orientation program. They visited company facilities, shared fun, food and fellowship and heard top company managers discuss the changes that are reshaping the company and the way it does business. A story on the new reps' week in Winston-Salem appears on page 3.

51859 5370

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

Times, RJR corporate culture are changing

"One of the biggest things we need to change is the attitude a lot of our people have about change," said James W. Johnston, chairman and chief executive officer of R.J. Reynolds Tobacco Co.

Change — changing times, changes in the cigarette business and the changing corporate culture at RJR — was the principal theme as Johnston greeted 164 of the company's newest sales representatives, gathered in Winston-Salem the week of June 4 for "Commitment — Light Up the Future," the 1990 sales rep orientation program.

"Most of you have been with the company for a year or two — and we've seen almost constant change during those two years," Johnston told the reps. Yet, he added, quoting the old song, " 'We've only just begun.'

"The next few years will continue to be a time of intense change throughout our company," Johnston said. "Our success will depend on how well all of us embrace that change and help make it happen."

One major change is a new customer orientation, as embodied in the company's new mission statement: "We work for smokers."

"One big change we need is for our company to become truly customer-oriented, and much of the responsibility for that rests on your shoulders," Johnston said.

Shifting corporate objectives and changing times and markets have left one thing unchanged at RJR, however: the support provided for field sales by all departments, from manufacturing to merchandising. During their stay in Winston-Salem, the new reps visited a variety of company facilities — including the Bowman Gray Technical Center, Coupon Redemption Center, Central Distribution Center and the Tobaccoville and Whitaker Park Manufacturing Centers — and heard presentations from managers representing home-office sales staff and company support operations. They also discussed business with sales department managers and key executives throughout the company in breakout sessions, dinners and other social events throughout the week.

Louis V. Gerstner (right) joined sales reps for the outing at Tanglewood Park.

A high point for many was the opportunity to meet Louis V. Gerstner Jr., chairman and chief executive officer of RJR Nabisco, Inc. Gerstner dropped in on the reps at the Tanglewood outing on June 7, and was enthusiastically greeted with a cheerleader-style chant of "Lou! . . . Lou! . . . Lou! . . ." from the crowd.

Even in a time of change, one fact of cigarette marketing life that has not changed is the critical importance of the retail trade, including merchandising and the dedication of the individual sales rep, speakers said.

"A pack or carton of cigarettes counts for real volume when a smoker buys the product at retail for cash," said Yancey W. Ford Jr., executive vice president – sales. The retail sector and field sales will become even more important as anti-smokers increase their attacks on cigarette advertising and promotion, Ford added.

"The retail segment and merchandising is our number-one sales and marketing priority," said George Baroody, vice president – merchandising. "While our budgets and financial resources are more strictly screened than in the past, strong retail presence remains a strategic imperative for the company."

Corporate changes and fiscal constraints have not compromised the company's commitment to product innovation and quality, marketing leadership and customer service, the reps were told. But the redoubled emphasis on optimum use of all resources for maximum return in volume and profit creates new opportunities for sales reps to exercise initiative and leadership, several speakers emphasized.

James Price, a sales representative in the East Cleveland division, examined a test strip at Bowman Gray Technical Center.

"We are going to have to do some things differently," said J.V. Maguire, director – sales personnel. "We are going to have to listen better to our sales representatives, who are closest to the retail trade and the smokers who purchase our products. Your voice must be heard. We have to give you more latitude to manage your assignment as if it were your own business."

Sam Hendrix, vice president – field sales, urged the reps to "Develop a risk-taking attitude and tackle the tough challenges that others put off.

"We are a company built and run by people who relish challenges, seeing them as opportunities to grow and change with the times — for it's these challenges that bring about the best in us," Hendrix said. "You are truly the best, and no competitor can come close to you. You are the future of our company, and based on our impressions of you this week, our future is in good hands."

51859 5371

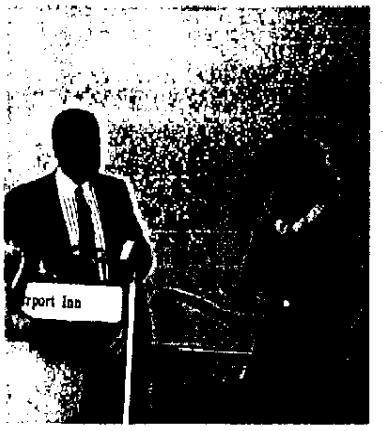
Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

RJR 'family' helps Richmond rep after fire

"People are the strength of our company" is not just a corporate objective at R.J. Reynolds Tobacco Co.; it is an attitude that quickly becomes a way of life for RJR employees, on and off the job. Anyone who has ever seen RJR salespeople pull together to meet a major challenge like a chain-wide fixture or display placement, or to lend a helping hand to a fellow employee with a personal problem knows the strength of the RJR "family."

Sales Representative Lark Almond is one of the newest sales reps in the Richmond, Va., division. But when Lark and her husband, Art, recently lost all their belongings in a predawn fire that totally destroyed their apartment, they soon learned how quickly the RJR family rallies around even its newest members.

Some of the Almonds' possessions were covered by insurance. But the people of the Richmond region knew that many articles were not covered, and that the fire, like any sudden catastrophe, entailed substantial short-term expenses for the couple, explains Bill Reece, Richmond regional manager.



Lark Almond accepts a check for donations from Richmond region employees, presented by Bill Reece.

Richmond region employees decided to establish a fund to assist the Almonds. Contributions totaling more than $1,800 were collected. A check was presented to Lark at the next regional meeting, along with a list of the names and addresses of people who gave to the fund. Virtually every employee in the region, including part-timers, contributed, Reece says.

The Almonds are well on their way to putting their lives back together, not only with the help of the check, Reece notes, but also with the psychological boost provided by the support of their RJR "family."

'Overdialing' problem solved

The sales department has resolved the annoying problem of "overdialing" by the 2400 modem while the telephone is in use for voice conversation.

With the addition of a new enhancement, the modem will recognize when the telephone is being used, and will not interrupt voice conversations to attempt to dial a previously scheduled call. If someone is talking on the telephone and the modem attempts to communicate, the caller will hear only a single click.

This enhancement is being installed nationwide, and should be available in all sales areas soon. Any problems or questions related to this procedure should be referred to the Fastech Help Desk.

The modem enhancement was developed in response to numerous inquiries, comments and complaints received from field sales concerning overdialing, including several questions to the "Since You Asked" column in *Sales Merchandiser*. Development of the enhancement to resolve the problem was a cooperative project of the Fastech Help Desk staff, and Kay Word and Ron Cole in sales information systems.

Idea eliminates insurance costs for shipping

McConnell

A division manager's sharp eye on the bottom line and her willingness to question the established way of doing things have produced a policy and procedure change that could save the company hundreds of dollars a year in needless insurance costs.

Jo Anne McConnell, division manager of the Jackson, Miss., division, noted that the policy of insuring coupons for shipment based on face (or redemption) value was resulting in shipping bills that looked more like insurance bills. For example, shipping a box of $3-off Doral coupons from the division office to a sales rep in the field cost $21.36 — only $2.86 for shipping and a whopping $18.50 for insurance.

McConnell checked with two carriers and discovered that despite the insurance, neither carrier would pay off at face value if the coupons should be lost, stolen or damaged in transit. Both carriers told McConnell that their insurance would pay off based only on the actual value of the coupon — the cost of the paper and printing.

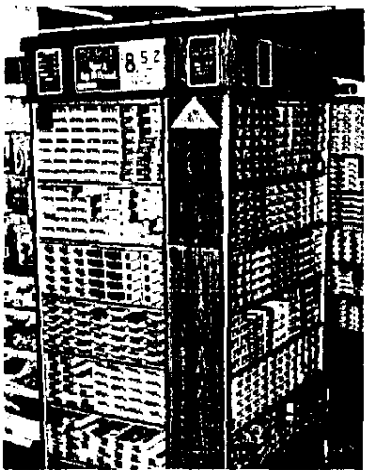
McConnell recommended revising the policy on insuring coupon shipments to reps, and the Mid-Continent sales area staff agreed. The insurance requirement has now been dropped altogether.

McConnell credits her secretary Jo Ann Adams with much of the research that led to the change.

51859 5372

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

Selling smarter: winning the retail war



RJR end-cap unit is used for carton sales at Pennington's Market.

Consider the cost of exclusivity

"Coexistence" means learning how to beat the competition without paying the high — and sometimes unnecessary — price of exclusivity. The smart seller balances display and volume objectives against the cost element. The idea is to maximize the first two factors while minimizing the third. The result is more profit for RJR — at the competition's expense.

Area Sales Representative **S.A. Gwilliams** of the Charleston, W.Va., division, for example, figured out how to have his cake and eat it, too. Gwilliams improved the exposure and sales of RJR brands at Pennington's Market, a high-volume (680 cartons per week) outlet near the Kentucky border; he also cut RJR display cost and increased the store's display income — both at the competition's expense.

Gwilliams sold store management on adding two RJR spring-load package units at the key checkout location, adopting an exclusive RJR shelf contract and giving up one of two RJR end-cap carton units, for a net savings to RJR of $194 per month. The store replaced the RJR end cap with a PM unit to take advantage of a hefty bonus and monthly payments.

PM appears to have "won" a battle for an end-cap unit. But looking closer to the bottom line, RJR and store profits are up, while the only increase for PM is in its cost of doing business.

Precise placement ensures presence

The Mid-Western sales area is following a winning strategy of coexistence to maximize RJR presence and sales in chains where the company does not enjoy exclusivity in merchandising, according to **S.R. Wilson**, Mid-Western area manager – national accounts.

By keeping a sharp eye on the bottom line and using smart selling tactics to capture the choicest selling spots in the stores, RJR sellers are still winning the only battles that count — the ones for volume and profit — even where the competition has managed to buy its way onto the battlefield, Wilson explains. The Mid-Western chain accounts managers have been especially effective in making coexistence work to RJR's advantage, he says.

In Indianapolis, Senior Chain Accounts manager **G.L. Albers** sold the local Kroger division, with 109 stores, on retaining RJR carton Flex, with Philip Morris loaded on one side. RJR continues to control the other side and the top shelves of the front of the unit, however. In the hotly-contested checkout area, PM has placed its spring-load package merchandisers — but RJR has placed an express checklane merchandiser in each store.

Kansas City, Kan., Senior Chain Accounts Manager **S.R. Qualkinbush** faced a determined, cost-no-object campaign by PM to place package fixtures in the 24-store Falley's Food-4-Less chain. Qualkinbush decided to let PM spend all the money it pleases to sell the package unit, while RJR continues to control Flex carton units and express-lane displays in all stores.

In the 60-store Food Barn chain, PM placed spring-load package units and permanent checklane displays, but Qualkinbush maintained RJR Flex carton fixtures, spring-load gondola end-frame package units and express checklane displays in each store.

And Omaha, Neb., Chain Accounts Manager **K.W. Hayner** sold the 14-store Food-4-Less chain on maintaining RJR carton Flex and adding RJR express checklane units at all locations, while switching to PM package fixtures.

51859 5373

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

SINCE YOU ASKED

We desperately need some new clocks, preferably battery-operated, for new store openings and to meet competition. Can you help us?

Salem battery clocks are allocated to divisions designated to receive Salem advertising, and divisions may order clocks only from their allocations. Clocks are among the most expensive permanent advertising items to produce, so quantities are limited.

Why don't we let sales reps include Best Value in normal car stock loads, so we can neutralize Montclair and other sub-generics? We also could include placement of Best Value banners and permanent POS as part of our daily routine.

Best Value and other private-label brands were developed to meet the needs of major chains and wholesale distributors who wish to offer a private-label cigarette brand for their price-conscious customers. Our objective is to satisfy this need with minimum field sales support. The field's involvement thus is limited to selling the brands at chain headquarters, establishing a merchandising position at retail, supplying basic POS and notifying stores of low-stock conditions.

As we execute Consumer Mission, we hear more and more smokers say that they smoke Marlboro but will select Camel as their second choice. These are the smokers we need to reach. What happens to the survey cards they fill out? Will they be sent free packs or premiums?

Smokers are contacted after mailing the survey card. They receive a thank-you note and additional coupons. They will also periodically receive additional offers, such as coupons, free packs, or premiums, in accordance with the marketing department's continuing program for each brand.

Premium items are often given away with purchases at Winston Cup events to promote extra sales. But what about the races at short tracks in the Winston Racing Series? We have the people there and we should offer promotions to competitive smokers. Winston lighters would be an ideal item. Has any consideration been given to promotional activities at these tracks?

We are developing a program that will enable our Winston Racing Team to offer promoters at selected short tracks various premium items to use as concession offers. Due to the large number of events at short tracks, these offers will be directed toward selected events. The promoter will handle the promotions with no field sales involvement required.

The generic dump bin display is one of the most useful items we have. However, in some cases, the display is too large. Could we develop some sort of false bottom to fit inside the bin, for smaller display amounts?

To meet the need you describe, we have recently developed three different types of smaller dump bin display, one of which is now being used in our Menthol Initiative program. The other two variations will be tested in selected divisions, beginning July 1. One of the three variations will be available for national distribution during the fourth quarter of 1990. The smaller units hold approximately one-half the capacity of the large dump bin display.

RJR has always been a leader in innovative ways of offering smokers the best possible product. Some companies use vacuum seals to help preserve freshness of their products until they are opened. Have we considered the use of a vacuum liner inside cartons to help extend shelf life?

Your suggestion would certainly improve product freshness, but it is not feasible with the present method of tax-stamping the product at warehouses at other locations. The extra freshness protection would exist only until the tax-stamping operation begins and the freshness barrier is broken. As long as tax

51859 5374

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

stamping remains an off-site operation, the best solution to quality improvement and consistency in packaging is with heavier-gauge material. We are moving forward with this approach.

To help protect smokers' rights, can we develop a petition sheet for smokers to sign? If we did it on a national basis, the result would be the type of impact needed in Congress. Our smokers need our support as much as we need theirs.

You are absolutely right! That's why you received a letter from Yancey Ford recently, asking you to gather signatures for a petition opposing increases in cigarette taxes. This is not just an effort initiated by RJR. Everyone in our industry has been asked to participate. Also, we are preparing a mailing to our direct customers, seeking their help in opposing legislation that would further restrict cigarette advertising.

What is the feasibility of a machine that delivers coupons or discounts to smokers buying competitive brands from RJR fixtures? Could it be tied to Electronic Security Flex, or perhaps to the cash register at checkout?

Developing a system to dispense coupons from our carton fixtures would require new technology that would be very costly. But we are working with an outside supplier testing a system called "Coupon Solution" that gives a smoker purchasing a competitive brand an RJR coupon at checkout. When the bar code of a competitive carton is scanned for the price, a machine automatically dispenses a coupon for a comparable RJR brand. Coupon Solution also can be used for other products, and the supplier has sold the program to a number of major grocery chains that use scanning equipment.

The Best Value sign for the small Savings Center unit does not fit, even if you trim it. Is this a production error?

The Best Value sign was not designed to be used as the primary insert sign on our Savings Centers. We prefer that price-conscious smokers choose Doral over Best Value, and we want the primary signs on the Savings Centers to advertise Doral. Best Value represents an alternative choice to smokers who would be inclined to purchase a competitive "Black-and-White," or private-label, generic product. The Best Value signs were produced to advertise price, and when used on our Savings Centers, they should occupy a secondary position to Doral signage.

I find it interesting that we are back in the overhead package merchandiser business. Can't we take the money we spend on overheads and put it in premiums since there seems to be a shortage of them?

We are continuing to produce only the number of overhead fixtures needed to meet the commitments we have already made with key retailers, so the funds transfer you suggest is not feasible.

In the few short seconds we have to make a Consumer Mission presentation, we must: (1) guess the smoker's age; (2) match our brand with the smoker's regular brand; (3) remember the benefits of the brand we are offering and (4) remember how many packs the coupon is for. Part of this confusion could be eliminated if all coupons were for the same number of packs. Is this feasible?

In the future, all Consumer Mission coupons will be the same size and for the same number of packs. We are also evaluating the possibility of reducing the number of coupons used in the program.

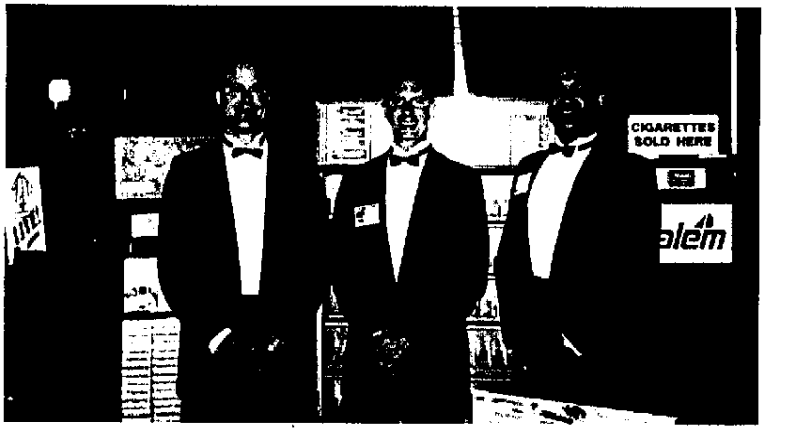
51859 5375

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

Managers don formal wear for trade show

The North Pittsburgh division management team got all dressed up recently, and they had someplace to go — a customer trade show where they boosted volume levels and "dressed up" a number of the customer's locations with new RJR merchandising fixtures.

The occasion was the annual Sheetz Convenience Trade Show, which each year provides suppliers an excellent opportunity to maximize their business with this major convenience chain. North Pittsburgh Division Manager **R.S. Urrutia**, Special Accounts Manager **J.S. Rumberger** and Training and Development Manager **R.T. Roy** donned identical tuxedo outfits, accented by Winston red bow ties and cummerbunds, to reinforce RJR's image as the "class act" among cigarette suppliers.



All dressed up for the Sheetz Convenience Trade Show are (from left) R.T. Roy, J.S. Rumberger and R.S. Urrutia.

The managers' "formal challenge" to the competition paid off, with sales of more than 100 cases to 150 locations. Rumberger also sold the chain on spring-load package fixtures at 60 stores, replacing competitive overheads at 50 locations.

Reps take fight to competition

Successful sellers in the Sunshine State are scoring some significant sales victories with a strategy of going after the competition where it is strongest.

Area Sales Representative **Ed Watson** of the Orlando, Fla., division, recently targeted two stores in his assignment for special mass Camel pack displays featuring premium offers and special pricing. The stores — Key's Market in Dora Vista, Fla., and Bob's Zippy Market in Fruitland Park, Fla., — were selected for the 100-carton displays because they were Marlboro sales strongholds in Lake County, west of Orlando, says **Jim Johnson**, Orlando division manager.

Both displays sold out "in a matter of days," Johnson says. The success of the project not only boosts short-term volume but also suggests the great potential for incremental volume and share gains in the area, he notes.

Miami 'cleanup' boosts sales

The smart seller is always concerned about the condition of the environment — the sales environment for RJR products, that is.

Area Sales Representative **Waldo Laurencio** of the Miami division recently "cleaned up" the merchandising environment for RJR brands at Fedco, a super-high-volume (2,500 cartons per week) store in his assignment. The store was using an RJR shelf plan, but Marlboro styles and competing generics were beginning to spread to the shelves adjoining the RJR display space.

Laurencio relocated 20 rows of Marlboro brands and generics, replacing them with low-volume, marginal brands and styles. He also added a permanent projecting shelf-sign fixture which will be used to display Doral prices.

Pirate crowd raids display of Camel booty

The biggest celebration of the year in Tampa, Fla., is the annual Gasparilla Festival, several days of parades, parties and other festivities commemorating the invasion of Tampa Bay by the pirate Jose Gasparilla, centuries ago.

The event draws about 450,000 visitors to the Tampa Bay area each year. Chain Service Representative **Jim Stewart** decided to capitalize on the crowd this year by placing a Camel mass display with 250 Camel mug premiums at Thrifty Discount in downtown Tampa on the parade route.

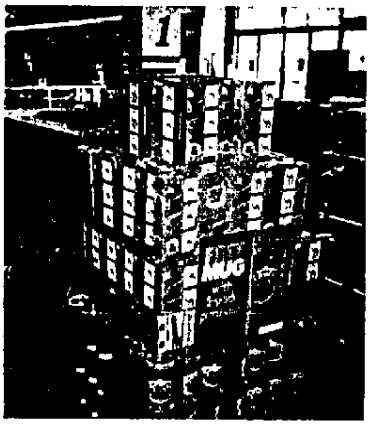
The offer of a free mug with a two-pack purchase emptied the display quickly, providing incremental sales and valuable exposure for the brand.

51859 5376

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

Spring is busy sales season for Daytona Beach

Springtime is a prime selling season in Daytona Beach, Fla., as the Daytona Beach division capitalizes on its busiest period of the year. The Camel GT 24-hour sportscar race followed closely by the Daytona 500 Winston Cup race keep Division Manager **R.B. Grout** and his sales team busier than a NASCAR pit crew for weeks, scheduling show car appearances, stocking stores and raceway concession stands with product and premiums, covering the countryside with signs and banners — and generally taking care of the thousands of details required to ensure availability, display and sales of RJR brands to the smokers among several hundred thousand race fans who make Daytona Beach a temporary home during a hectic, three-month period.



Camel premiums appeal to Daytona visitors.

Before the racing events, 11 appearances by the Camel GT show car sold 624 cartons, and nine Winston Cup show car stops added sales of 4,300 cartons. For both races — including the whole gamut of price, premium and coupon offers, on packs and cartons, on and off the track, at outlets ranging from gas/convenience stores to supermarkets and discount chains — the division placed about 50,000 premiums and 22,000 coupons, and more than 1,000 displays and 400 banners, with total incremental sales of almost 30,000 cartons. Sales efficiency improved, as volume increased 6 percent and overtime hours were cut 37 percent, compared with last year.

For beach promotion, the sales group was divided into two-person teams for a two-day campaign to blanket the division with special Camel resort-premium displays. The teams placed almost 5,000 six-pack coolers and more than 5,000 T-shirts. Incremental sales of almost 50 cases were recorded for the two-day period.

This NASCAR video promotion targets Winston Cup race fans.

Participants in the race and resort campaigns included Area Sales Representatives **H.E. Atkinson Jr., K.P. Fitzgerald, E.P. Heard, J.J. Poovey, S.L. Powell, K.A. Walker** and **S.E. Walsh**; Sales Representatives **J.C. Gaskin** and **D.W. Roberts**; and Chain Service Representative **V.R. Hunt**.

Presentation is opportunity to gain profit

Business review presentations provide ideal opportunities to explore both pathways to profit — not only to maximize volume but also to cut costs. Division Manager **Lucinda Sheer** and Special Accounts Manager **D.T. Parnell** of the Covington, Ky., division mapped out both routes recently before setting out for Wheelersburg, Ohio, for a business review with the high-volume, 53-store Wil-Car chain.

Among the recommendations to store management were reducing carton fixture inventory — and increasing return on inventory investment — by two-thirds; discontinuing the practice of paying contracts on inflated, chain-average volumes; discontinuing dual contracts in all stores, paying each store instead for the appropriate display plan, based on volume; and maintaining RJR spring-load fixtures in all stores.

Wil-Car accepted the RJR recommendations, including eliminating carton fixtures for a drastic cut in carton inventory, maintaining display plans based on individual store volume and using the RJR spring-load units. As a result, RJR will save more than $117,000 in display payments this year and more than $165,000 a year starting in 1991.

RJR also will continue to be Wil-Car's exclusive cigarette merchandiser, Sheer notes. That preferred status is based on close personal working relationships and service, not extra payments, she explains.

"This unique accomplishment is due to the excellent customer relations developed by SAM Parnell in a very short time," Sheer says. She also commended Parnell for "the professional development and delivery of his recommendations."

A business review should offer sound strategy and good ideas, persuasively presented. The effectiveness of the review that Sheer and Parnell prepared for Wil-Car can be measured by its benefits, for both customer and company.

51859 5377

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

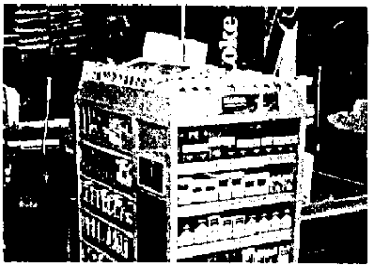
Patience wins at Kentucky store

Patience is a virtue that all successful sellers need, especially when they are trying to persuade a retailer to change merchandising systems. Area Sales Representative **R.S. Thompson** of the Lexington, Ky., division has lots of patience, and he needed every bit for the three long years of persistent presentations it took to sell a chain in his assignment on RJR self-service merchandising.

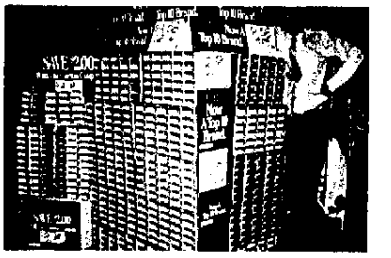
Mack's Markets, based in Harlan, Ky., has only four stores, but cigarette volume is impressive, averaging 800 cartons per week. Mack's was using Philip Morris package fixtures at all four stores, with non-self-service carton sales at three stores and a PM carton unit at the fourth store location.

After three years of patience, persistence and presentations, Thompson sold Mack's management on a test of RJR self-serve merchandising at one store. The test was such a success that all four stores soon made the switch.

Each store has 20 feet of Flex, for full-price brands and generics; two spring-load package fixtures and an express checklane display.



R.S. Thompson replaced a jumble of non-self-service store shelving (left) with RJR self-service package merchandisers (right) and Flex carton units.



Coupons, price signs and Top-10 ads were placed on displays by Nathan Smith.

Rep places pair of Doral displays

Sales Representative **Nathan Smith** is one of the newer sales reps in the South Seattle division, but he is already mastering the fine art of the mass display, reports Division Manager **Dennis Hill**.

Smith recently placed 20-case mass displays of Doral in two Shop 'N' Cart locations in Longview, Wash. A combination of $2-off coupons, reinforced by price signs and "Doral Now A Top 10 Brand" ads helped capture smoker interest, ensuring brisk sales.

Store plans second party for Camel's Joe

Donn Davino sold the Robinsons on a party after a successful Camel promotion.

Joe, the "Smooth Character" mascot of the Camel brand, has quite a reputation around Shippensburg, Pa., as a "party animal," thanks to the efforts of Area Sales Representative **Donn Davino** of the Harrisburg, Pa., division.

During Joe's 75th birthday celebration in 1988, Davino helped Terry and Crystal Robinson, the couple who own Brookside Market in Shippensburg, organize a "Hump Party" for the smokers who had bought out a 120-carton Camel T-shirt premium display at the market.

Davino recently placed another 120-carton display at the market, featuring T-shirt and cap premiums. The display sold out in two days, and the market owners are planning another party — with Camel T-shirts and hats required wear for guests.

Store owners Terry and Crystal Robinson celebrated Camel's 75th birthday.

Davino's resourcefulness and rapport with the retailers have made Camel Filter and Camel Light the top two brands at the market, which sells about 120 cartons per week.

51859 5378

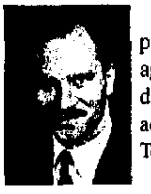
Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

PROMOTIONS & APPOINTMENTS

M.T. Anaya has been promoted to division manager in the Riverside, Calif., division. She was training and development manager in the San Gabriel, Calif., division.

J. K. Richardson has been promoted to division manager in the Fort Worth, Texas, division. He was special accounts manager in the Nashville, Tenn., division.

S. M. Clark has been promoted to division manager in the Sacramento, Calif., division. He was assistant division manager in the Las Vegas division.



S. G. Steen has been promoted to division manager in the Syracuse, N.Y., division. He was special accounts manager in the Toledo, Ohio, division.

To assistant division manager: **David S. Palodichuk**, Las Vegas division.

To division training and development manager: **Scott C. Berry**, Norfolk, Va., division; **Gregory R. Teeter**, Hartford, Conn., division.

To secretary - sales development, home office: **Donna G. Marsh**.

To maintenance technician I - traffic and distribution, home office: **Jeffrey W. Shoaf**.

VOLUME WINNERS

W. Cleveland wins, the old-fashioned way

Despite the competition's best efforts to "buy the business" with extravagant display payments and bonuses for their fixtures, the West Cleveland division is still winning its share of merchandising battles in the marketplace the old-fashioned way: with superior fixtures and programs.

For example, when Turneytown Beverage recently decided to increase its emphasis on package sales, to complement its high-volume carton business, Philip Morris was initially selected to provide a package-fixture program. After several PM package systems were tried and rejected, however, Turneytown turned to Area Sales Representative **J.E. Avery** for help.

Avery sold the store on a new spring-load package system, integrated into the existing Flex carton unit, and a consolidated savings center.

Area Sales Representative **Mark Kurdzel** also has made the spring-load package unit and savings center consolidation a winning team. Kurdzel has sold Flex end caps with savings centers and package sections to replace PM gondola end caps and savings centers in several Mainway locations, Fuhrman's IGA and Miller Brothers Market.

Reynolds Tobacco sales 'hurricane' rips Fla. beach

"Hurricane Lynda" hit Panama City Beach, Fla., this spring, with a storm of Camel volume and an evening of fun that left a high tide of goodwill for smokers and the brand in her wake. This sales hurricane was generated by Area Sales Representative **Lynda Armstrong** of the Panama City division, assisted by Area Sales Representatives **C.R. Carter** and **W.T. Watlington**. The place: Spinnaker's Lounge, one of the largest nightspots in the state, with 19 bars, two pools and a capacity of 1,400. The event: A Camel-sponsored beach party, complete with brand T-shirts, banners and premiums. To support and capitalize on the event, mass package displays were placed in beach-area convenience stores.

The impact of the promotion could easily be measured by the hundreds of Camel T-shirts, six-pack coolers and other premium items visible along the beach the next morning. All stores reported brisk sales, with the displays selling out in 24 to 48 hours at many locations.

51859 5379

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000

A passion for winning

Sales (like chess) derives its challenge from competition. Each move—progressive. Every action spurred by an overall strategy; sustained by personal satisfaction.

Preferred Presence in convenience and supermarket chains represents a key move in the competition for new smokers. Our impactful displays with quality premiums produce formidable combinations.

But it's your passion that motivates the individual and unites the team. We applaud your initiative.

Make your moves with confidence. We'll match your efforts with top-flight programs. Together—*we can keep the competition in check.*

WE WORK FOR SMOKERS.

©1990 R.J. REYNOLDS TOBACCO CO.

SALES MERCHANDISER

May-June 1990

Published six times a year for sales employees of R.J. Reynolds Tobacco Company.

Group Manager - Sales Communications ..... **John Olenick**

Editor ..... **Alan Willis**

SALES MERCHANDISER offices are located in the Reynolds Building, 16th Floor, Winston-Salem, NC 27102. Telephone (919) 741-7673.

©1990 by R.J. Reynolds Tobacco Co., an affiliate of RJR Nabisco, Inc., and an equal opportunity employer.

FIRST CLASS
U.S. POSTAGE
PAID
RJR

51859 5380

Source: https://www.industrydocuments.ucsf.edu/docs/kpfn0000